

CHARLES UNIVERSITY IN PRAGUE

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How people buy on internet

Abstract of the Diploma Thesis

This thesis describes the basic principles of human behavior in shopping on the Internet. The aim was to tell whether shopping on the Internet is rational. The work deals with theories of rationality and bounded rationality theories from the perspective of sociological, economic and psychological approaches. All theories agree that the man is rational, selects the most efficient option of possible behavior. Whether the benefits gained are economic, social or psychological. From this broad perspective, it is clear that people in most cases their actions are rational, because even the deepest emotions have some rational basis, however, that over the centuries They lost its effectiveness. Perhaps it may be irrational today due to too rapid growth of technology, information overload (information is becoming more and more widely available, but their understanding is worse, a man must decide which of them to follow). Internet for shopping feature brings greater rationality in their instruments. It also restricts such perceptions, which reduces the rationality of choice. The conclusion is that people act rationally on the Internet, buying in order to maximize their benefits (get low prices, save time). People deal with the issue of safety.